

2011 Commercial Forecast

The Realtors Commercial Alliance - Kansas City and the *Kansas City Business Journal* have partnered to publish the *RCA-KC 2011 Commercial Forecast Report*. It will provide business executives across the metropolitan area with an updated summary of the October Commercial Forecast, highlight the professionalism and expertise of RCA-KC members and address other topics of interest to commercial real estate decision-makers.



Business Journal readers have a keen interest in what the future holds for the Kansas City economy. This audience is responsible for recommending and authorizing company purchases and policies for a wide range of items including real estate. Engage executives with an advertisement in this special report. Your advertising message enjoys extended life since the RCA-KC will distribute the *RCA-KC 2011 Commercial Forecast Report* at First Quarter 2011 events, including the RCA-KC Commercial Awards program.

SPACE RESERVATION:
DECEMBER 17

Special discounted display ad rates
for members of RCA-KC:

ARTWORK DEADLINE:
JANUARY 13

Full page, \$4300
Island, \$3600
Half page, \$3100
Quarter page, \$1700
Eighth page, \$950

PUBLICATION DATE:
JANUARY 21

Color charges: \$600 4-Color

ADVERTORIAL OFFER: Feature your
expertise in an article bundled with an
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\$4300 including 4-color.

Advertorial Example:

1/2 Page Article can
include headline, byline,
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